



Sam Bierstock, MD, BSEE

KEYNOTE SPEAKER

Physician, Informaticist & Entertainer



Recipient: 2007 George Washington Honor Medal, Freedoms Foundation

A CERTAIN APPROACH TO ASSURING ADOPTION OF ELECTRONIC MEDICAL RECORDS

A serious message of key importance to the healthcare industry delivered
in a unique and most entertaining manner

MOST REQUESTED PROGRAMS:

Presentations

Thoughtflow™ versus Workflow – the Essential Key to Clinician Adoption

The “Missing Ingredient” in clinical information systems
How to engage clinicians and keep them engaged
Hearing the “Here’s What We Need” message from the trenches



The Physician Adoption Blues – and why the Industry has had it ALL WRONG

Listening to everyone except clinicians
The corporate versus the clinical view
Truly Understanding how clinicians think



Real Time Medicine

The “other side” of the Quality Chasm – Just what are we in for?
A whole new world of thinking and acting
The medical-legal Pandora’s Box

The time has come for the
clinician’s voice to be heard!



CONTACT INFORMATION

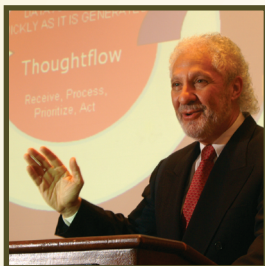
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Sam Bierstock, MD, BSEE

- Informaticist Specializing in Physician Adoption of IT Challenges
- Founder, Champions in Healthcare, LLC
- Past Chief Medical Officer of Healthlink, Inc & IBM
- Past VP of Medical Affairs, Eclipsys Corporation



- Originator of the concept of "Thoughtflow™" as the key to clinician adoption of technologies



- "Dr Sam" – Professional Musician, Entertainer & Leader of *Dr. Sam & The Managed Care Blues Band*.



- Author of hit song "**Before You Go**" – a tribute to the Veterans of WWII - downloaded from the Internet more than 12 million times

Media Features and Appearances

FOX TV - Weekend Health
CNN, CNN Headline News, CNN Airline News,
CNN "Your Health", CNN "Business Unusual"
FOX and FRIENDS
National Public Radio (NPR)
Public Radio International
People Magazine
USA Today
US World & News Report
American Medical News
Modern Healthcare Magazine
Medical Economics Magazine
The Associated Press Newswire
... and many more

With more than 75,000 CDs sold

Audiences Best Served Include

Clinicians
Hospitals
Medical Professional Associations
Clinical Information System Vendors
Third Party Payers
Legislative Bodies

Client Comments

"I have never been asked, in 30 years of organizing meetings, to have the same speaker come back the next year but a number of members asked for just that: you again!"

– Haines Ely M.D., Secretary Treasurer
Placer Nevada Medical Society

"I've never seen so much audience enthusiasm and enjoyment, and the turn-out was the largest ever for such a function in the Southern Section's history. The only disappointment was that it had to end.... I would highly recommend your brand of entertainment for any medical gathering."

– Richard L. Mabry, MD, VP Southern Section, American
Laryngological, Rhinological and Otological Society

"...several convention speakers present at the event vowed to return to their parts of the world with recommendations to other professional organizations to make sure to book Dr. Sam."

– Karen M. Karban, RHIT,CCS,
Arizona Health Information Management Association

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